

SUPPLEMENT TO CONTRACT FOR  
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. # 261119

1. THE NAME OF THE CANDIDATE IS: Al Lamberti
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Brow. Co. Sheriff in  
the ☒ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS  
Committee to elect -
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS  
Jose Riesco
5. THE CONTACT PERSON FOR THE PURCHASER IS:  
Gary Heinicka  
Name  
18250 NW 60th Ave  
Address  
Palmdale, FL 32686 352. 389. 0262  
Phone Number
6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER  
ARE:  
Jose Riesco  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* The Treasurer is often the only top officer of a Candidate Committee.



# ORDER

Flight Dates 10/15/12-11/06/12

Contract / Revision 261119 /

Original Date / Revision  
10/03/12 10/03/12

Advertiser Pol/AI Lamberti for Sheriff C

Product  
Agency Com 15%  
Billing Contact  
18250 NW 60th Ave  
Reddick, FL 32686

Agency GHH Incorporated

Buying Contact

18250 NW 60th Ave  
Reddick, FL 32686

Sales Office MIA  
Sales Region LOC  
Agency Ref

Order Sep 00:15:00

Estimate # Est 1012

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes Political

Priority P-2

Advertiser Ref

Primary Account Executive

Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Order Share 28% Market Value 89732

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	33%	29611
WPXM	%	0
WSVN	23%	20638
WTVJ	16%	14357

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	27	\$8,755.00	\$10,300.00	0.00	10/01/12	10/28/12	27	\$8,755.00	\$10,300.00
November 2012	24	\$12,601.25	\$14,825.00	0.00	10/29/12	11/06/12	24	\$12,601.25	\$14,825.00
Totals	51	\$21,356.25	\$25,125.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPLG	10/15/12	11/04/12	M-F 5a LCL News LCL 10 News @ 5am LUF	CM	530-6am LUR (5:30 AM-6:00 AM)	11111--	:30	5	\$125.00	P-2	0.00	NM	13	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--111--		3				\$125.00		0.00			
		Week: 10/22/12	10/28/12	11111--		5				\$125.00		0.00			
		Week: 10/29/12	11/04/12	11111--		5				\$125.00		0.00			
N 2	WPLG	11/05/12	11/06/12	M-F 5a LCL News LCL 10 News @ 5am	CM	530-6am (5:30 AM-6:00 AM)	MT-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		1				\$400.00		0.00			
N 3	WPLG	10/15/12	10/21/12	M-F 6a LCL News LCL 10 News @ 6am LUF	CM	6-630am LUR (6:00 AM-6:30 AM)	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		3				\$250.00		0.00			
N 4	WPLG	10/22/12	11/06/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-630am (6:00 AM-6:30 AM)	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	10	\$7,500.00

Contract / Revision      **261119**      Flight Dates **10/15/12-11/06/12**

### Hiatus Dates

Original Date / Revision    10/03/12/    10/03/12

Order Sep 00:15:00

Advertiser Pol/Al Lamberti for Sheriff ( Product

Estimate #      **Est 1012**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WPLG	10/22/12	11/06/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-630am (6:00 AM-6:30 AM)	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		4				\$750.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$750.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		1				\$750.00		0.00			
N 5	WPLG	10/15/12	11/06/12	M-F 12n News M-F News @ Noon	CM	12-1230PM (12:00 PM-12:30 PM)	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	14	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$400.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		4				\$400.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$400.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		2				\$400.00		0.00			
N 6	WPLG	10/15/12	10/28/12	M-F 6p LCL News M-F Local News LUR	CM	6-630pm LUR	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$550.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$550.00		0.00			
N 7	WPLG	10/29/12	11/05/12	M-F 6p LCL News M-F Local News	CM	6-630pm	MTWTF--	:30	4	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--		4				\$1,300.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$1,300.00		0.00			
Totals														51	\$25,125.00